



SPORTS MARKETING ENTERPRISES

July 20, 1995

Mr. R. C. Farmer
R. J. Reynolds Tobacco Co.
150 Lawrence Bell Drive, Suite #108
Williamsville, New York 14221

Dear Roger,

Enclosed you will find suite and parking passes for the Bud at the Glen NASCAR Winston Cup event at Watkins Glen on August 13, 1995.

Saturday, August 12	30 Suite Passes 30 General Admission 0 Parking
Sunday, August 13	40 Suite Passes 40 General Admission 20 Parking

SME will provide catering and beverages for Sunday, August 13. Anyone entering the suite must have a suite pass (Guest, Sales & General Admission ticket). This will help ensure that the suite is not overcrowded and enable your customers to enjoy their visit. Please return the attached suite list to me via fax (910) 741-6651 no later than August 7, 1995 so that proper name tags/seat cards may be made.

SME will not provide any point of sale at this event. If you wish to work an item from your menu or use excess inventory, please call us. There are some items that may interfere with souvenir sales. Banners and pennant rope may be ordered through the Sales menu.

We will also be able to send NASCAR Winston Cup shirts to all Sales management attending this event. Please call me with names and sizes.

The Winston Cup Team will be staying at Corning Radisson in Corning, New York. The phone number is (607) 962-5000.

Thank you for your assistance and we look forward to working with you and your staff. Please call me at (910) 741-6928 if I can be of assistance.

Sincerely,

Randy

Randy Chapel
Assistant Manager
WINSTON CUP SERIES

R.J. Reynolds Tobacco Co.
Attn: K.L. Myers
98A Village Landing
Fairport, NY 14450

910-741-
6614
May - Wed. 10 2
H's - 1 1/2 Size Rob
Crew Size 5/21/80

Voice mail Tuesday - Tuesday

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night & dinner

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honorary crew

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